09360-056050

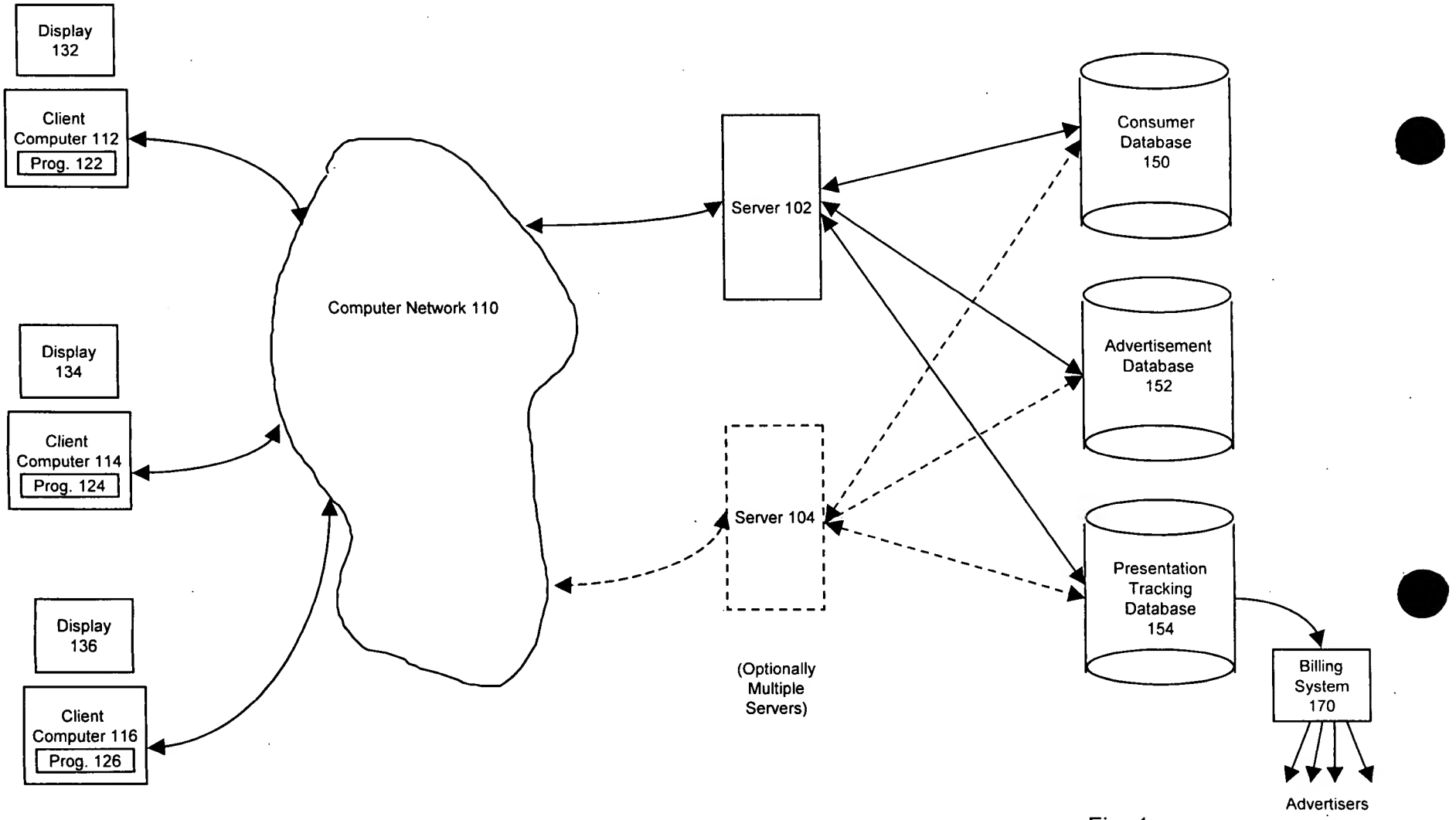

Fig. 1

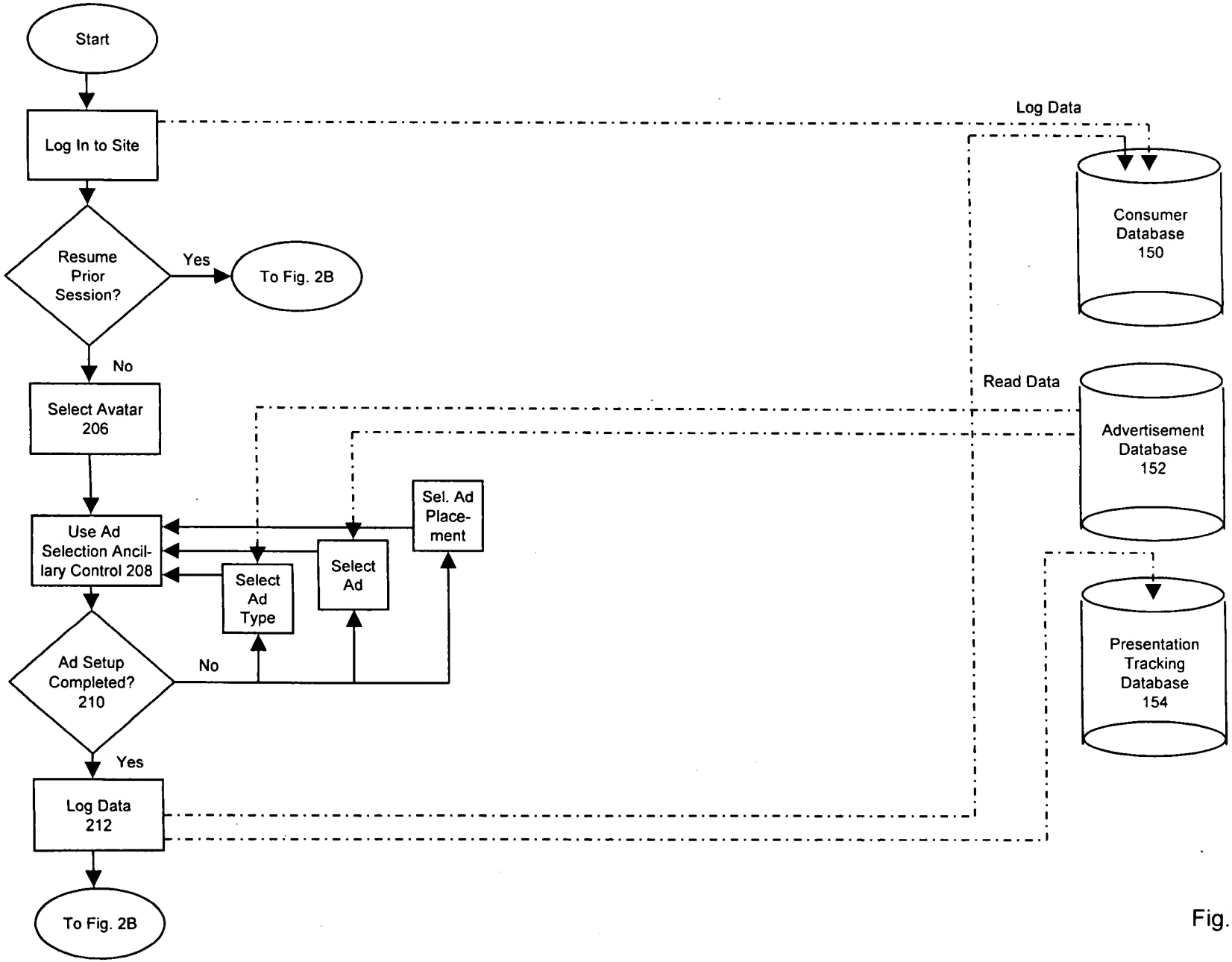
Start
Log In to Site
Resume Prior Session?
Yes
To Fig. 2B
No
Select Avatar 206
Use Ad Selection Ancil-lary Control 208
Sel. Ad Place-ment
Select Ad
Select Ad Type
Ad Setup Completed? 210
No
Yes
Log Data 212
To Fig. 2B
Log Data
Consumer Database 150
Read Data
Advertisement Database 152
Presentation Tracking Database 154

Fig. 2A

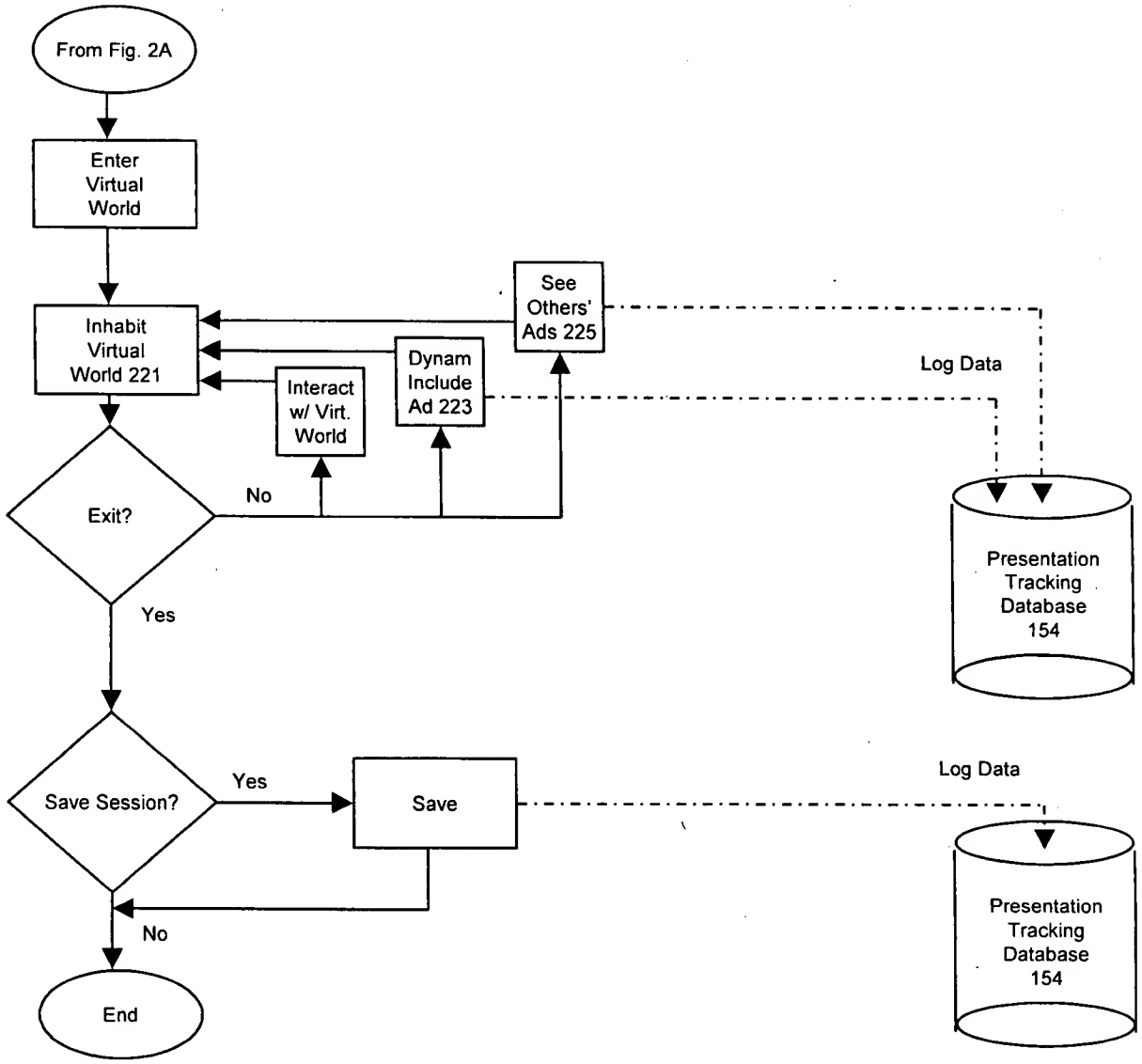
From Fig. 2A
Enter Virtual World
Inhabit Virtual World 221
See Others' Ads 225
Dynam Include Ad 223
Interact w/ Virt. World
Log Data
Exit?
No
Yes
Presentation Tracking Database 154
Save Session?
Yes
Save
Log Data
No
End
Presentation Tracking Database 154

Fig. 2B

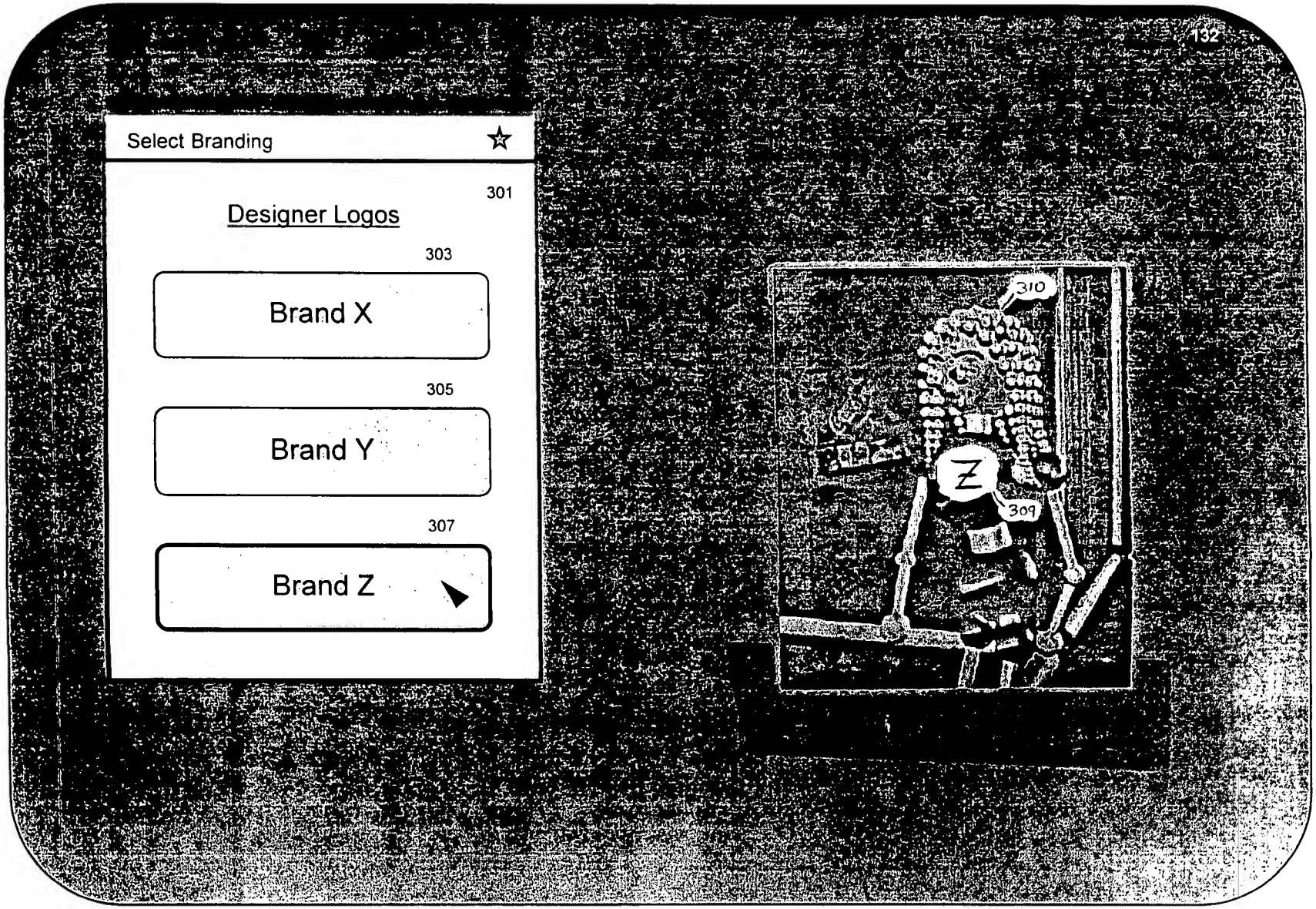
132
Select Branding
301
Designer Logos
303
Brand X
305
Brand Y
307
Brand Z
310
309

Fig. 3

Customer ID	Last Name	First Name	E-mail Address	Encrypted Password	List of Current Avatar IDs	Saved State	External Info.	Experience Data	Aggregate Data	

Database Fields - Consumer Database

Fig. 4A

Advertisement ID	Advertiser ID	Pointer to Ad Content	Display Mode Type ID	Ad Rate Data	

Database Layout - Advertisement Database

Fig. 4B

Advertisement ID	Location ID	Elapsed Aggregate Viewing Time This Avatar	Environ-ment	Total Exposure Time.	

Database Fields - Presentation Tracking Database

Fig. 4C

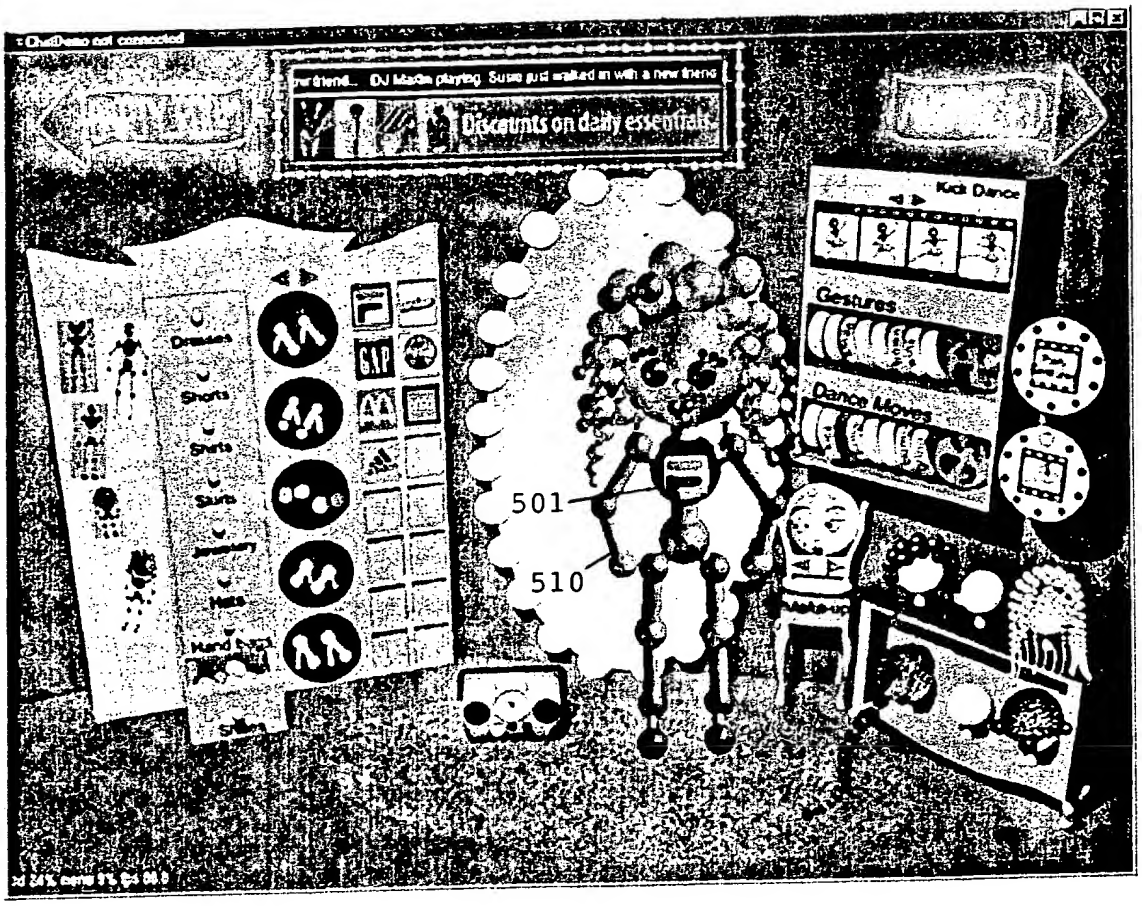
Discounts on daily essentials
Kick Dance
Gestures
Dance Moves
501
510

FIGURE 5

FIGURE 6